

LUMENESSE & CO

Email Marketing Essentials

Build connection. Stay relevant. Drive action.

Email marketing remains one of the most effective and reliable ways to connect with your audience.

Unlike social media, your email database is something you own giving you the ability to communicate directly, consistently and with purpose.

This guide will walk you through the fundamentals of email marketing, from building your list to creating content that converts.

What is email marketing?

Email marketing is the practice of sending targeted communications to a group of people who have opted in to hear from you.

It allows you to:

- Stay connected with your audience
- Share updates, offers and events
- Drive traffic to your website
- Encourage bookings and enquiries

Why email marketing matters

For tourism businesses and organisations, email marketing helps you:

- Build long-term relationships with visitors
- Stay top of mind between visits
- Promote seasonal offers and events
- Reduce reliance on social media algorithms

It's not just about sending emails, it's about building a valuable, engaged audience.

Building your email list

A strong database is the foundation of successful email marketing.

Best practices

- Add a sign-up form to your website
- Promote sign-ups on social media
- Capture emails in store or at events
- Offer value (e.g. updates, guides, exclusive offers)

Always ensure your audience has opted in to receive communications and that you follow privacy and spam regulations.

Crafting Effective Emails

Subject Lines

Your subject line determines whether your email gets opened.

Keep it clear, short and relevant.

Examples:

- "What's on this month in [location]"
- "Plan your next visit to [destination]"
- "Don't miss these upcoming events"
- "Seasonal offers to warm your winter"

Email Content

Your email should be easy to read, visually engaging (add imagery) and focused on a clear message.

Structure your emails like this:

- Strong headline
- Brief introduction

- Key content or highlights
- Clear call to action (CTA)

Content Ideas

- Upcoming events
- Seasonal highlights
- Local experiences
- Special offers
- Repurpose blog or website content
- Behind-the-scenes stories

Campaign Types

Not every email needs to sell.

Mix your content to keep your audience engaged:

- Awareness emails – inspiration, storytelling
- Engagement emails – updates, helpful information
- Conversion emails – promotions, events, bookings

How Often Should You Send?

Consistency is more important than frequency.

Start with:

- Monthly
or
- Quarterly

The key is to show up regularly enough to stay top of mind without overwhelming your audience.

Measuring Success

Tracking performance helps you improve over time.

Key metrics to watch:

- Open rate (are people opening your emails?)
- Click-through rate (are they engaging?)
- Website traffic (are they taking action?)

What to look for:

- Which emails perform best
- What content your audience engages with. This provides opportunities to improve subject lines and overall content

Common Mistakes to Avoid

- Sending too many emails
- Not having a clear purpose
- Overloading emails with too much information
- Ignoring performance data

Email marketing doesn't need to be complicated.

Start simple. Stay consistent. Focus on value.

Because the strongest businesses don't just reach their audience, they stay connected with their audience.

Need support with your email marketing?

Lumenesse & Co can help you build your database, refine your messaging and create campaigns that deliver results.